

Guide Development Committee
Tuesday, November 12th 2019 – 8:10am-9:15am
Goddess & The Grocer - 1649 N. Damen Ave.

In attendance: Marcy Huttas (Secretary), Chad Jashelski (Commissioner applicant)

Staff: Alice Howe (Program Specialist), Garrett Karp (Program Manager)

1. Revision to Rebate Applications
 - a. Executive Committee will discuss committee concerns surrounding residential units being included in the façade rebate program
 - b. The committee questioned whether mural maintenance should be eligible for the façade rebate program or if this should be a separate program overseen by arts committee.
 - c. Power washing and general cleaning of facades will no longer be included in the rebate program.
2. 2020 Committees Re-align & Scheduling
 - a. GK discussed proposal to re-align committees for 2020
 - b. This would include assigning budget lines to each committee
 - c. Guide Development Committee and Promote Committee would become Grants & Rebates Committee and Marketing Committee
3. Legacy Business Recognition Program - Window Clings
 - a. Staff is sending the second round of clings to be printed soon.
 - b. This includes businesses missed in the first round of orders and businesses celebrating an anniversary in 2020
 - c. Chamber staff is still looking to host a monthly mixer at a legacy business in early 2020 to celebrate the new program and all of the businesses.
4. 2020 Neighborhood Branding / Promotional Campaign (Promote Committee)
 - a. Josie from Curmudgeon Group presented to the Promote Committee last week on branding strategy.
 - b. Focus on coming up with a cohesive neighborhood brand instead of just a tagline or just a marketing campaign
 - c. This will likely be a 2020 project to begin in the new “marketing and business development committee”